ORDER

Orders Order / Rev: 698757 Alt Order #: 06227694 Product Desc: AKIN FOR SENATE KSDK 2463 Estimate: 07/17/12 - 08/05/12 Kristin Waskie Flight Dates: Primary AE: Original Date / Rev: 08/02/12 / 08/02/12 Sales Office: T-PHI Order Type: Political Sales Region: NAT Strategic Media Placement LLC Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3946 North Hampton Drive Billing Cycle: EOM/EOC Powell, OH 432065 Agency Commission: 15% Advertiser Name: Akin,T/R/Senate A35+ New Business Thru: Demographic: **Product Codes:** PL-US Senate 00:15:00 Order Separation: Priority: P-3 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/28/12	56	\$40,475.00	\$34,403.75
07/30/12	08/05/12	3	\$1,100.00	\$935.00

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	56	\$40,475.00	\$34,403.75	486.30
August 2012	3	\$1,100.00	\$935.00	0.00
Totals	59	\$41,575.00	\$35,338.75	486.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total		
KSDK	69%	\$41,575.00		
Market	100%	\$60,253.62		

Revenue Codes:

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KDNL	2%	\$1,205.07		
KETC	0%	\$0.00		
KMOV	15%	\$9,038.04		
KNLC	0%	\$0.00		
KPLR	0%	\$0.00		
KTVI	14%	\$8,435.51		
UNKWN	0%	\$0.00		
WHSL	0%	\$0.00		
WPXS	0%	\$0.00		
WRBU	0%	\$0.00		

	Ln Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
,	1 KSDK	07/17/12	2 07/22/12	M-F 6-7A	CM	6-7A	- TWTF	:30	4	\$400.00 P-3	4.60 NM	4	\$1,600.00
				6-7a									
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 07	/16/12	07/22/12	- TWTF	4	\$400.00	4.60						
	2 KSDK	07/23/12	2 07/28/12	M-F 6-7A	CM	6-7A	MTWTF	:30	5	\$400.00 P-3	4.60 NM	4	\$2,000.00
				6-7a									

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KSDK

Order / Rev: 698757

Advertiser:

Akin.T/R/Senate

Alt Order #: 06227694

Product Desc: AKIN FOR SENATE

07/17/12 - 08/05/12 Flight Dates: Estimate: 2463

Ln Ch Inventory Code Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start Fnd Break Amount 07/23/12 07/28/12 M-F 6-7A KSDK MTWTF--:30 5 \$400.00 P-3 4.60 NM \$2,000.00 6-7a Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 07/23/12 07/29/12 MTWTF-5 \$400.00 4.60 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 KSDK 07/23/12-07/29/12 M-F 6-7A 6-7A MTWThF---(\$400.00) 4.60 NM :30 See MG 2.6.2.7.2.8 [NA/Oversold - Per Alicia] MTWThF----3 KSDK 07/23/12-07/29/12 M-F 6-7A 6-7A :30 (\$400.00) 4.60 NM See MG 2 6 2 7 2 8 [NA/Oversold - Per Alicia] MTWThF----4 KSDK 07/23/12-07/29/12 M-F 6-7A 6-7A :30 (\$400.00) 4.60 NM See MG 2.6,2.7,2.8 [NA/Oversold - Per Alicia] MTWThF----5 KSDK 07/23/12-07/29/12 M-F 6-7A 6-7A :30 (\$400.00) 4.60 NM See MG 2.6,2.7,2.8 [NA/Oversold - Per Alicia] 6 KSDK 07/24/12-07/27/12 M-F 6-7A 6-7A - TWThF----:30 \$600.00 4.60 NM MG for 2.2,2.4,2.5,2.3 [n/a] 7 KSDK 07/24/12-07/27/12 M-F 6-7A - TWThF- - - -6-7A :30 \$600.00 4.60 NM MG for 2.2,2.4,2.5,2.3 [n/a] 8 KSDK 07/24/12-07/27/12 M-F NBC Today 7-9A 7-9A - TWThF- - - -:30 \$400.00 4.60 NM MG for 2.2,2.4,2.5,2.3 [n/a] 3 KSDK 07/17/12 07/22/12 M-F NBC Today 7-9A CM 7-9A - T- T- - -:30 2 \$400.00 P-3 5.40 NM 2 \$800.00 NBC Today 7-9A Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 07/16/12 07/22/12 - T- T- - -\$400.00 5.40 KSDK 07/23/12 07/28/12 M-F NBC Today 7-9A СМ 7-9A - T- TF- -:30 3 \$400.00 P-3 5.40 NM 3 \$1,200.00 NBC Today 7-9A Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 - T- TF- -\$400.00 5.40 KSDK 07/17/12 07/22/12 M-F Noon News CM 12-1230p - T- TF- -:30 3 \$225.00 P-3 4.80 NM \$675.00 3 Noon News Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/16/12 07/22/12 - T- TF- -3 \$225.00 4.80 6 KSDK 07/23/12 07/28/12 M-F Noon News CM 12-1230p МТ- Т- - -:30 3 \$300.00 P-3 4.80 NM \$900.00 3 Noon News Start Date Spots/Week Rating **End Date** Weekdays Rate Week: 07/23/12 07/29/12 MT- T- - -\$300.00 KSDK 07/17/12 07/22/12 M-F 5P News 5-530P - TWTF- -:30 4 \$750.00 P-3 13.10 NM CM \$3,000.00 4 News Channel 5 at 5P Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 07/16/12 07/22/12 - TWTF- -\$750.00 13.10 KSDK 07/23/12 07/28/12 M-F 5P News CM 5-530P M- WT- - -\$800.00 P-3 13.10 NM :30 3 3 \$2,400.00 News Channel 5 at 5P Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 07/23/12 07/29/12 M- WT- - -\$800.00 13.10 KSDK 07/17/12 07/22/12 M-F 6P News - TWTF- -\$800.00 P-3 12.70 NM CM 6-630P :30 4 4 \$3,200.00 News Channel 5 at 6P Start Date **End Date** Weekdays Spots/Week Rate Rating 12.70 Week: 07/16/12 07/22/12 - TWTF- -\$800.00 10 KSDK 07/23/12 07/28/12 M-F 6P News CM 6-630P MTWTF--:30 \$850.00 P-3 12.70 NM 5 5 \$4,250.00 News Channel 5 at 6P Weekd<u>ays</u> Rating Start Date **End Date** Spots/Week Rate Week: 07/23/12 07/29/12 MTWTF--\$850.00 12.70 630-7P Wheel 11 KSDK 07/17/12 07/22/12 CM 630-7P --W-F--:30 \$800.00 P-3 11.70 NM 2 \$1,600.00 630-7P Wheel of Fortune

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KSDK

Order / Rev: 698757

Advertiser:

Akin.T/R/Senate

Alt Order #: 06227694 Product Desc: AKIN FOR SENATE

07/17/12 - 08/05/12 Flight Dates:

2463

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 07/17/12 07/22/12 630-7P --W-F--\$800.00 P-3 11.70 NM \$1,600.00 11 KSDK 630-7P Wheel СМ :30 630-7P Wheel of Fortune Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 07/16/12 07/22/12 - - W- F- -\$800.00 11.70 12 KSDK 07/23/12 07/28/12 630-7P 630-7P Wheel CM MTW- - - -:30 3 \$1,500.00 P-2 11.70 NM 3 \$4,500.00 630-7P Wheel of Fortune **End Date** Weekdays Spots/Week Start Date Rating Rate MΓW- - - -Week: 07/23/12 07/29/12 3 \$1,500.00 11.70 13 KSDK 07/17/12 07/22/12 LN (M-F) CM 10-1035p - TWTF- -:30 4 \$1,100.00 P-3 10.40 NM 4 \$4,400.00 LN (M-F) Start Date **End Date** Weekdays Rating Spots/Week Rate - TWTF-10.40 Week: 07/16/12 07/22/12 4 \$1,100.00 14 KSDK 07/23/12 07/28/12 LN (M-F) CM 10-1035p MTWT---:30 4 \$1,100.00 P-3 10.40 NM \$4,400.00 LN (M-F) Weekdays Start Date **End Date** Spots/Week Rating Rate MTWT--Week: 07/23/12 07/29/12 \$1,100.00 10.40 15 KSDK 07/17/12 07/22/12 LN (Sa) 10-1035p ---S-:30 1 \$1,100.00 P-3 8.50 NM \$1,100.00 LN (Sa) Weekdays Start Date **End Date** Spots/Week Rating Rate 07/22/12 Week: 07/16/12 1 \$1,100.00 8.50 16 KSDK 07/17/12 07/22/12 LN (Su) 10-1035p ----S :30 1 \$1.100.00 P-3 11.90 NM \$1,100.00 LN (Su) Start Date **End Date** Weekdays Spots/Week Rate Rating ---S 1 \$1,100.00 11.90 Week: 07/16/12 07/22/12 17 KSDK 07/17/12 07/22/12 Meet The Press CM ----S :30 \$750.00 P-3 5.60 NM 8-9A \$750.00 Meet The Press Sun 8-9A Start Date Weekdays Spots/Week Rating **End Date** Rate Week: 07/16/12 07/22/12 ----S \$750.00 5.60 18 KSDK 07/23/12 07/28/12 Sat 6p CM 6-630P ---S-:30 \$600.00 P-2 10.00 NM \$600.00 News Channel 5 at 6P Sat Start Date **End Date** Spots/Week Rating Weekdays Rate - - - - S-Week: 07/23/12 07/29/12 \$600.00 10.00 19 KSDK 07/17/12 07/22/12 NC5 at 5P Sun CM 5-530P ----S :30 1 \$400.00 P-3 10.00 NM \$400.00 News Channel 5 at 5P Sun Start Date **End Date** Weekdays Spots/Week Rate Rating ----S Week: 07/16/12 07/22/12 \$400.00 10.00 20 KSDK 07/28/12 07/28/12 Olympics Late Fringe CM Olympics Late Frin- - - - S-:30 \$400.00 P-2 0.00 NM \$1,500.00 Olympics Late Fringe Weekdays Start Date **End Date** Spots/Week Rate Rating ----S-Week: 07/23/12 07/29/12 \$400.00 0.00 Start/End Time Ch Date Range Description Weekdays Length Rate Rtg Type Spot 1 KSDK 07/23/12-07/29/12 Olympics Late Fringe Olympics Late Fri 0.00 NM ----Sa-:30 \$1,500.00 21 KSDK 07/28/12 07/28/12 Olympics Overnight CM Olympics Overnigh- - - - S-:30 \$50.00 P-3 0.00 NM \$100.00 2 2 Olympics Overnight Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 07/23/12 07/29/12 ---S-0.00 \$50.00 N22 KSDK 08/05/12 08/05/12 NC5 at 5P Sun 5-530P ----S :30 \$600.00 P-2 0.00 NM \$600.00 News Channel 5 at 5P Sun Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 07/30/12 08/05/12 \$600.00 0.00 N23 KSDK 08/04/12 08/05/12 Olympics Weekend 4-6aCM Olympics Weekenc- - - - SS :30 \$450.00 P-2 0.00 NM \$450.00 Olympics Weekend DT Weekdays Start Date **End Date** Spots/Week Rate Rating 08/05/12 ----SS Week: 07/30/12 \$450.00 0.00 Olympics Overnight N24 KSDK 08/03/12 08/03/12 CM Olympics Overnigh- - - - F- -:30 \$50.00 P-3 0.00 NM \$50.00 Olympics Overnight Weekdays Spots/Week Start Date **End Date** Rate Rating 08/05/12 ---F--Week: 07/30/12 \$50.00 0.00

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KSDK

Order / Rev: 698757

Start

07/17/12 - 08/05/12

End

Advertiser:

Akin,T/R/Senate

Alt Order #: Flight Dates: 06227694

Product Desc: AKIN FOR SENATE

2463

Len Spots

Ln Ch

Inventory Code

Start/End Time Days Break

Estimate:

Rate Pri Rtg Type Spots

Amount \$41,575.00

Totals

59